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SYMBOLS IN THIS ISSUE

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got the look without
the price tag



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STYLING FOR SUCCESS

Presentation can be the key to a quick sale at a good price, so it pays to get expert help. Karen Muller of Real Living Interiors explains how styling a home to live in differs from styling one for sale.



When I create colour designs and styling ideas for a proud homeowner, I work around the owner's personal tastes and colour preferences as well as the function and aspect of each

room and the look and feel they want to achieve. The styling is very personal and created with an understanding of the client's needs.

When preparing a home for sale, on the other hand, styling needs to focus on what

look will attract a likely buyer. Decisions are made keeping in mind the target market, how the home is being marketed, and what features will evoke a reaction with buyers as they walk through.

This newly renovated four-bedroom home located in Wollstonecraft on Sydney's north shore was recently styled for sale. Ideally located 10 minutes from the CBD, within walking distance of transport and numerous restaurants, it captures the essence of inner-city living. The owners created four bedrooms, two off-street parking spots, three bathrooms,

an open-plan kitchen, dining and living area opening on to a private grassed area, and large attic storage – all within an internal area of 168sqm. Wow!

The long and lean home lent itself to a contemporary look. Playing up the modern surfaces of the kitchen, I chose to modernise the house using complementary reflective furnishings. A white three-seater modular couch, long low entertainment unit and a woven bench seat that doubles as a coffee table added to the ensemble of furnishings. The glass dining table and white chairs highlight the kitchen surfaces





while accent colours are introduced through decorative items such as cushions and prints.

I wanted to emphasise the length of the room by drawing the eye to the bi-fold doors that are the key to the indoor/outdoor flow to the backyard. I positioned an Arco lamp towards the back of the living area creating a focal point near the back doors as buyers walked into the space. As an open-plan design, the floor rug placed under the table was important to define the areas, plus – importantly – it created a visual path for buyers to follow.

To establish a harmonious feeling within the bedrooms, consideration was given to the earthy tones of the carpet and mocha colouring of the bathroom tiles. The leafy outlook from the master bedroom had instant impact and so accessories and furnishings with an eco-friendly feel were chosen to reflect that while bold decorative items ensure continuation of the contemporary mood.

I had the choice of styling another bedroom as a single or double. It's not large, but I fitted it with a double bed and side table to help buyers visualise the size of furniture to fit it. The linen was kept simple and the canvas and throw add interest with their repeating patterns and organic shapes.

Preparing a home for sale can be an extremely stressful and time-consuming process. As a stylist, I have the pleasure of supporting the vendor by offering guidance that will add value to the sale and take the guesswork out of styling uncertainties. As we go to press, this home is available for sale. To register your interest in the property, please contact the homeowners via Real Living Interiors.



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